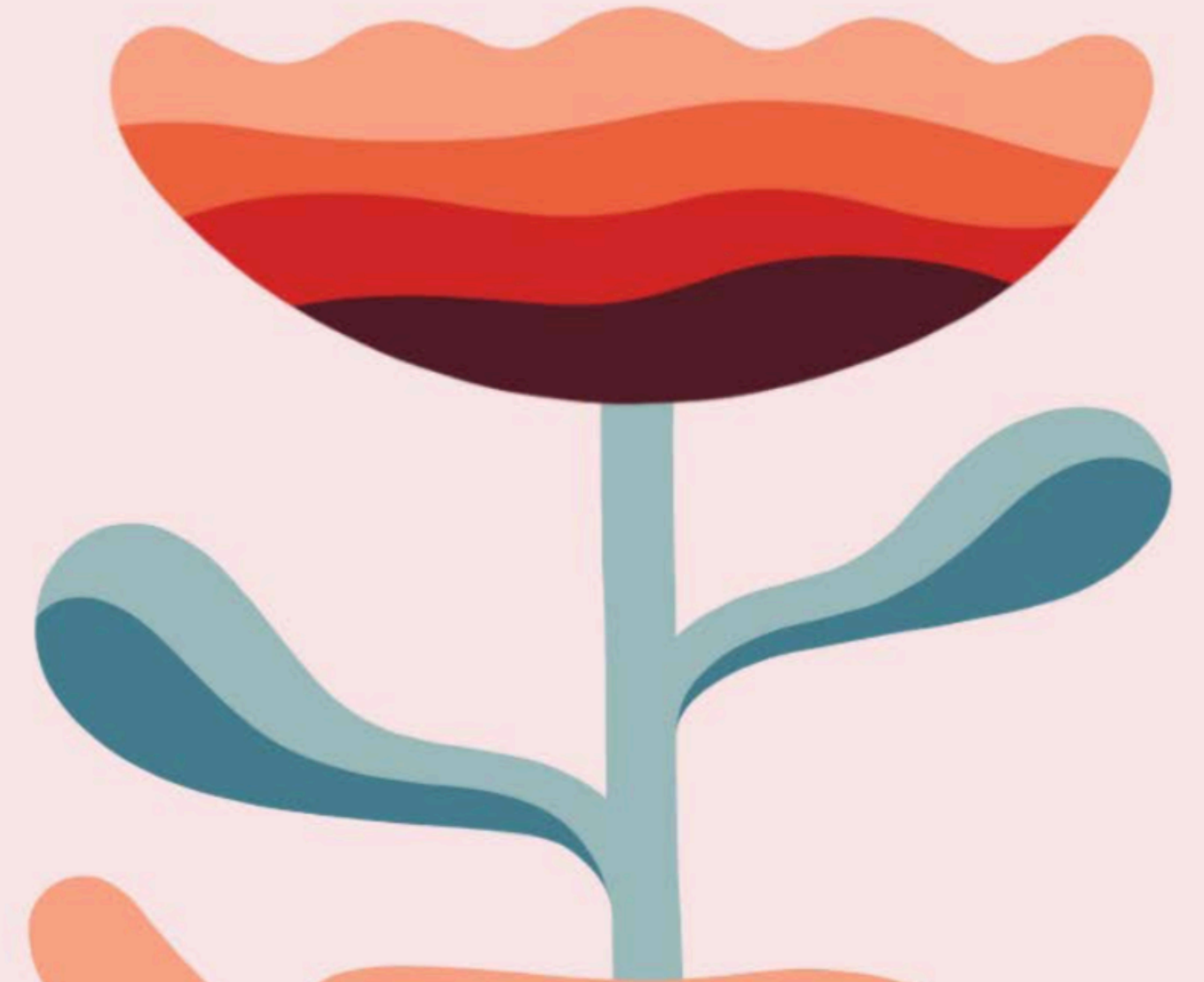




# Ethical Charte



1. The Impact Mémoire research and consulting firm intervenes to define, energize or harmonize the memory strength of a logo, a packaging, an advertising message or a media.
2. The combination within Impact Memoire of the research & education sectors on the one hand, and the advertising & industrial sectors on the other, is a collaboration that makes possible the increase in quality of advertising messages and better understand the cognitive mechanisms that generate their memorization and their effects on behavior.
3. Impact Mémoire operates in accordance with the professional ethics of its founders.
4. Impact Mémoire adheres to the guidelines set forth by the International council for Ad on the use of children and child portrayal in advertising.

5. Impact Mémoire refuses to work on commercials aimed directly at children, as children may have difficulty distinguishing between commercials and noncommercial content.
6. Impact Mémoire's work allows to better define the memorization potential of advertising messages and campaigns but does not in any way allow to manipulate consumers' decision-making mechanisms.
7. Impact Mémoire does not take a position on the intrinsic quality of the products or campaigns analyzed. However, Impact Mémoire reserves the right not to apply its methods to products or sectors that are in conflict with the global ethics of its founders. In addition, Impact Mémoire is in accordance with the guidelines set forth by the International council for Ad on misleading advertising.
8. The activities of Impact Mémoire are part of a process of putting forth research in Cognitive Sciences, likely to benefit fields such as training, employment, and research.



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